

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	3212 / FBR5001
Dept.	食品生技產業碩士專班	School System / Class	產業碩士專班(秋)1年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Optinal / 2	Graduate Class	No
Time / Place	(六)456 / H (六)789 / H	Language	Chinese

Introduction
<p>This course is a global marketing perspective as a basis to discuss issues related to global marketing. Through the international economy and international understanding of the environment, layout and access to thinking global strategy strategy, in order to establish a systematic framework for dealing with global marketing idea of practical problems.</p>

Outline
<p>Chapter 1. Introduction to International Marketing</p> <p>Chapter 2. global economic environment</p> <p>Chapter 3. of the social environment and cultural environment</p> <p>Chapter 4. international marketing political, legal and regulatory environment</p> <p>Chapter 5. Global Information Systems and Market Research</p> <p>Chapter 6. market segmentation, market targeting and positioning</p> <p>Chapter 7. of the global market entry strategies: licensing investment and strategic alliances</p> <p>Chapter 8. of the global marketing of the brand and product decisions</p> <p>Chapter 9.pricing decisions</p> <p>Chapter 10. of international marketing channels and physical distribution</p> <p>Chapter 11. International marketing communications decision-making (a): Advertising and Public Relations</p> <p>Chapter 12. international marketing communications decision-making (B): marketing, sales and marketing staff of the special form of communication</p> <p>Chapter 13. of the strategic elements of competitive advantage</p> <p>Chapter 14. leadership, organizational and corporate social responsibility</p> <p>Chapter 15. of the digital revolution and the global e-marketplace</p>

Prerequisite
marketing management